



Goodheart-Willcox

POSITION DESCRIPTION

POSITION: Account Executive – Career Colleges
REPORTS TO: VP of Sales
DIRECT REPORTS: None
POSITION STATUS: Exempt
PREPARED BY: Chief of Sales & Marketing Officer
EFFECTIVE DATE: June 2020

SCOPE

The Account Executive -Career Colleges (AECC) is responsible for the profitable sales of digital and print content to private Career Colleges. The AECC is a high energy individual with a positive attitude and a willingness to travel to develop, cultivate, and leverage relationships with key instructors and senior management to strategically build and maintain partnerships that generate sales of G-W digital and print content. The AECC will work cross-functionally to create high value and profitable winning outcomes for the company. The AECC will focus on helping institutions implement G-W content solutions that improve student retention, accreditation compliance, and successful job placement. Strong organizational and communication skills are important to this position, along with an ability to prioritize opportunities, and work independently.

ESSENTIAL FUNCTIONS:

The Account Executive-Career Colleges (AECC) will work closely with the Executive Account Executive and be responsible for the following:

- P&L of the Career College accounts in the assigned territory.
- Develop and execute a Territory Action Plan with sales targets for the top 50 accounts.
- Create and implement strategic selling plans for high value, profitable opportunities that include the appropriate product mix, marketing communication, and distribution options.
- Coordinate, negotiate and manage pricing and terms agreements. Work with Executive Assistant to make sure all contract pricing is entered into the Bookmaster ERP system, and agreements are saved to the contracts folder on the server.
- Coordinate strategic selling plans to align with overall corporate sales strategies.
- Communicate annual and quarterly strategic plans and travel itinerary to achieve sales objectives.
- Schedule and conduct sales calls with key personnel at these institutions in person and by remote services.
- Identify and communicate potential content partnership opportunities with sales and publishing teams.
- Report trends that could generate new content, marketing or selling models with sales and publishing team.
- Work cross-functionally to develop custom digital, print, and bundle products for profitable high potential opportunities.
- Make strong presentations and demonstrations in person and with GoToMeeting of all product offerings, including digital and print solutions.
- Provide sales presentations and product training to customers via webinar as needed.
- Work important career college conferences. Schedule meetings and meal events with key contacts at these conferences.
- Prepare and submit work related expenses according to G-W policies and procedures.
- Manage T&E resources effectively and communicate needs with Executive Account Executive.
- Work with Sales Administrative Assistant to add new contacts, maintain existing customers, enter sales call communications, sample requests, and other account activities in SAGE CRM software. Regularly run customer activity and sample follow-up reports. Enter and track all sales opportunities in SAGE CRM. Regularly update and maintain SAGE customer database.
- Participate in annual sales meetings either held in Tinley Park office or outside location.
- Provide product and market feedback to editorial staff to be used when revising existing product and developing new product.
- Other duties as assigned within the scope of this position.

BASIC REQUIREMENTS

- Bachelor degree required
- Five years of previous inside or outside sales or technical experience required.
- Must fulfill legal requirements of their state of residence to rent and drive a car.

PREFERRED REQUIREMENTS

- Degree in sales, marketing, or business preferred.
- Experience in educational sales or publishing a plus.

OTHER REQUIREMENTS

- Strong knowledge of PC-based Microsoft Office required, including proficiency in Microsoft Word, Excel, and Outlook programs.
- Must have working knowledge of Contact Management software.
- Must possess the ability and computer literacy sufficient to learn and become proficient with company's customer relationship management software (SAGE) to analyze account business and territory sales, and input customer contacts and sales activities.
- Must be able to use web based presentation tools i.e. GoToMeeting or Join Me.
- Must have excellent interpersonal skills and the ability to work successfully with a variety of people.
- Must be well-organized, self-motivated, and highly energetic.
- Must be able to stand in front of an audience and make verbal presentations.
- Must look, dress, and behave professionally in the office and outside the office when meeting with customers, prospective customers, and authors.

PHYSICAL REQUIREMENTS

- Lifting and Carrying: Raising and/or moving objects between 1-60 pounds for a minimum of 60 minutes on occasion when preparing for trade shows, conferences or adoption showcase/presentations.
- Repetitive motion: Substantial movements of the wrists, hands and/or fingers for sustained periods of time, for a minimum of 4 hours throughout an 8-hour workday.
- Sitting: Particularly for sustained periods of time. Must be able to sit for up to 4 consecutive hours throughout an 8-hour workday or in a car/airplane for extended periods of time while traveling.
- Standing: Up to 8-12 hours per day on occasion, when attending a trade show, conferences or making presentations.
- Visual Requirement: Must view high-resolution computer monitor for up to 4 consecutive hours at a time during an 8-hour workday.
- Communication Requirement: Must communicate effectively in person, by phone, e-mail or virtual meeting software with coworkers, customers, and outside vendors.